

# **EXHIBIT 1**



## Masimo W1™ - Advanced Health Tracking Watch



## Masimo W1™

## Advanced Health Tracking Watch

3 Reviews

\$499.00 3-year warranty

Masimo W1 is a comfortable and convenient wearable device that continuously tracks key health data.

## Select Your Personal SafetyNet Service Membership

Monthly

Annually

## Basic

\$7.99

per month

[See membership details](#)

CHOOSE

## Advanced

\$18.99

per month

[See membership details](#)

CHOOSE

Add to Cart

The first of its kind, the Masimo W1 offers accurate, continuous health data and actionable health insights –



continuous health data and actionable health insights from the leader in hospital pulse oximetry – in a personal, lifestyle-friendly watch. Building on Masimo's decades of leadership in creating revolutionary noninvasive blood parameter monitoring solutions, Masimo W1 provides a variety of physiological data – including for the first time Hydration Index (Hi) alongside oxygen level (SpO<sub>2</sub>),\* pulse rate, pulse rate variability, heart rate, respiration rate, pleth variability index, and perfusion index – for consumers wanting to make better informed health and lifestyle decisions, improve their fitness, or track their health data on their own or with friends and family.



## From the Inventors of Modern Pulse Oximeters

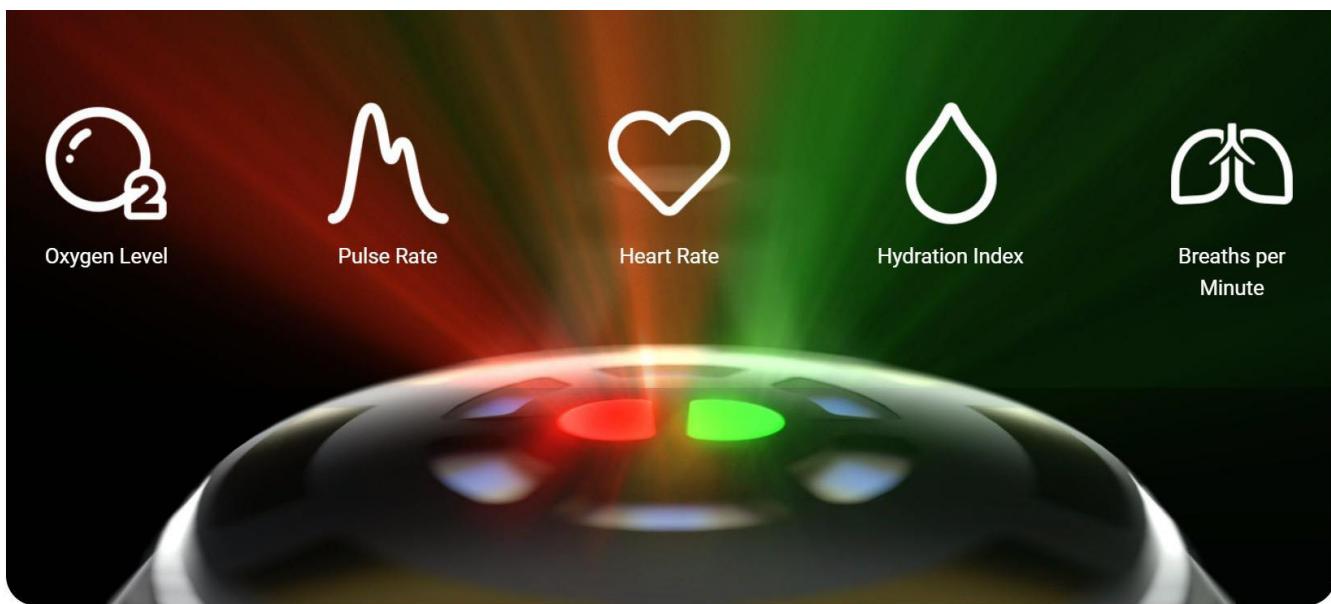
Masimo pulse oximetry is used to monitor more than **200 Million** patients annually.<sup>1</sup>

Masimo SET® is the primary pulse oximetry technology used at **9 of the top 10 hospitals** as ranked in the 2022-23 U.S. News & World Report Best Hospitals Honor Roll.<sup>2</sup>

Masimo SET® has been shown in **over 100 studies** to outperform other pulse oximetry technologies in hospital use.<sup>3</sup>

For Masimo W1, we have adapted monitoring technology based on Masimo SET® pulse oximetry to **optimize the capture of health data on the wrist.**

**Act on Your Personal Data**



### Oxygen level (SpO<sub>2</sub>)\*



Oxygen levels in your blood can change with heart and lung function, activity, and altitude

### Pulse rate (PR)



How often the heart pushes blood through your body, which can change with general health, physical activity, and with your mental or emotional state (e.g., stress, anxiety)

### Pulse Rate Variability (PRV)



The changes in your pulse rate that can show how consistently your blood is being pushed through your body, even with exercise or under stress

### Breaths per minute (RRp<sup>®†</sup>)



The number of breaths you take in a minute, based on the pleth; respiration rate can change with your general health condition, physical activity, or mental or emotional state

### Hydration Index (Hi)



An index calculated to reflect your relative level of hydration; studies have shown that optimal hydration can improve sleep quality, cognition, mood, and more

### Heart Rate (HR)



The number of times the heart beats in a minute, based on electrical signals

### Pleth Variability Index (PVi<sup>®</sup>)



A calculation based on the changes in your perfusion index, which may be affected by your fluid volume during your respiration cycle and can increase with lower fluid levels

### Perfusion Index (Pi)



A calculation of the relative strength of your pulse, which changes based on your circulation

30 + years of innovation and breakthrough advances have



Breakthrough advances have

allowed Masimo, the makers of clinically proven SET® pulse oximetry, to miniaturize its monitoring technology and integrate it into a watch.



## The Watch You Sleep With

True 24/7 continuous health data that tracks with your activities day and night, so nothing is missed



## Health Data That's Always There

Giving you the power to access your health data immediately



## Keep Pace and Reach New Heights

Optimize your performance and get in tune with how your body reacts



## Maximize Your Rest, Refresh Your Health

With the Masimo SafetyNet service we provide you the information that matters in the Sleep Report with an option to have your sleep report reviewed by a certified clinician



## Get and Stay Healthy Together

Share and view health and activity data, updated in near real time, with friends and loved ones

## Masimo Health app

- ✓ See patterns and trends in the free Masimo Health app
- ✓ Review your data and gain important insights into your health information
- ✓ Available for [Android](#) and [iOS](#) devices





## Masimo Services: Your Personal SafetyNet

Join to get deeper insights to help you stay informed, motivated and inspired!

	<b>Basic</b> \$7.99/month or \$79/year	<b>Advanced</b> \$18.99/month or \$189/year
In-app insights into your health data trends	✓	✓
Access to new health data and app features	✓	✓
Access to instant software updates	✓	✓
Automatic assessment of overall wellness and sleep health quality	—	✓
Health data sharing	Share with one person	Multi-person sharing
In-depth health reports	Pay Per Report	✓
Secure Data Storage	One Year	Three Years
Health Coach – <i>coming soon</i>	Pay per session	Pay per session

### Masimo Wallet

Use Masimo Wallet to purchase Masimo Health services and share your credit with your family and friends.

## What's Included



## Specifications



## References

<sup>1</sup> Estimate: Masimo data on file.<sup>2</sup> <http://health.usnews.com/health-care/best-hospitals/articles/best-hospitals-honor-roll-and-overview>.<sup>3</sup> Published clinical studies on pulse oximetry and the benefits of Masimo SET® can be found on our website at <http://www.masimo.com>. Comparative studies include independent and objective studies which are comprised of abstracts presented at scientific meetings and peer-reviewed journal articles.<sup>4</sup> This represents approximate run time with Screen on-time: 0%, Bluetooth connection On, Active Measurement, SpO2 and Heart Rate (Continuous Vitals On), Heart Rate (10 Spot-Check measurements), using a fully charged battery.

\* Arterial oxygen saturation.

† RRp stands for respiratory rate from the pleth.

## Resources



PLCO-006168/PLM-14147A-0123

# Masimo

Improving Life

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FOR HEALTHCARE PROVIDERS

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# **EXHIBIT 2**

**From:** [Benjamin Luehrs](#)  
**To:** [Benjamin Luehrs](#)  
**Subject:** [Ext] Fwd: Order #24735 confirmed  
**Date:** Friday, March 3, 2023 9:54:40 AM

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**\*\*EXTERNAL EMAIL\*\* This email originated from outside the company. Do not click on any link unless you recognize the sender and have confidence the content is safe.**



----- Forwarded message -----

From: **Masimo Personal Health** <[customercare@masimo.com](mailto:customercare@masimo.com)>  
Date: Thu, Feb 23, 2023 at 5:21 PM  
Subject: Order #24735 confirmed  
To: <[benjaminluehrs04@gmail.com](mailto:benjaminluehrs04@gmail.com)>

## Masimo Personal Health

ORDER #24735

Thank you for your purchase!

Hi B, we're getting your order ready to be shipped. We will notify you when it has been sent.

[View your order](#)

or [Visit our store](#)

### Order summary



Personal Safetynet Service Membership × 1	\$7.99
Basic: Monthly membership subscription to access in app insights, data sharing, and more.	



Masimo W1™ - Advanced Health Tracking Watch × 1 \$499.00

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Subtotal	<b>\$506.99</b>
Shipping	<b>\$0.00</b>
Taxes	<b>\$44.99</b>
Total	<b>\$551.98 USD</b>

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## Customer information

Shipping address	Billing address
B Luehrs	B Luehrs
<a href="#">776 6th Avenue</a>	<a href="#">776 6th Avenue</a>
<a href="#">Apartment 38E</a>	<a href="#">Apartment 38E</a>
<a href="#">New York NY 10001</a>	<a href="#">New York NY 10001</a>
<a href="#">United States</a>	<a href="#">United States</a>

Shipping method	Payment method
Free 3-day shipping except for Alaska and Hawaii	 Payment method

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If you have any questions, reply to this email or contact us at [customercare@masimo.com](mailto:customercare@masimo.com)

# EXHIBIT 3

**From:** [Benjamin Luehrs](#)  
**To:** [Benjamin Luehrs](#)  
**Subject:** [Ext] Fwd: A shipment from order #24735 is on the way  
**Date:** Friday, March 3, 2023 9:52:23 AM

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----- Forwarded message -----

From: **Masimo Personal Health** <[customercare@masimo.com](mailto:customercare@masimo.com)>  
Date: Mon, Feb 27, 2023 at 4:54 PM  
Subject: A shipment from order #24735 is on the way  
To: <[benjaminluehrs04@gmail.com](mailto:benjaminluehrs04@gmail.com)>

Masimo Personal Health

ORDER #24735

One item in your order is on the way

One item in your order is on the way. Track your shipment to see the delivery status.

[View your order](#)

or [Visit our store](#)

FedEx tracking number: [395117521650](#)

Items in this shipment



Masimo W1™ - Advanced Health Tracking Watch × 1

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If you have any questions, reply to this email or contact us at [customercare@masimo.com](mailto:customercare@masimo.com)

# **EXHIBIT 4**



Sign Up or Log In

**TRACKING ID**

395117521650

**FROM**

Lake Forest, CA US

*Label Created*

2/27/2023 1:54 PM

**PACKAGE RECEIVED BY FEDEX**

IRVINE, CA

2/27/2023 3:41 PM

**IN TRANSIT**

NEW YORK, NY

2/28/2023 8:37 AM

**OUT FOR DELIVERY**

NEW YORK, NY

2/28/2023 9:10 AM

**DELIVERED**

NEW YORK, NY US

*Delivered*

2/28/2023 at 12:41 PM

Want updates on this shipment? Enter your email and we will do the rest!

YOUR EMAIL

SUBMIT



# **EXHIBIT 5**



# EXHIBIT 6



# **EXHIBIT 7**



303775/11680B-0722

# EXHIBIT 8



# EXHIBIT 9



# **EXHIBIT 10**

